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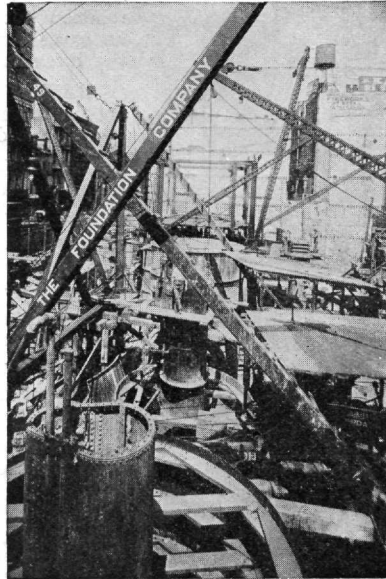
1927

Owners Repeat and Diversify

JUST a quarter of a century ago four young men, with a broad background of training and experience in the engineering construction field, formed The Foundation Company. Today the company is at work in every continent, in both hemispheres, and on both sides of the Equator, on engineering construction of almost every known type.



First National Bank, Detroit
Complete Construction Since 1915



Woolworth Building, New York
Foundations Only Until 1915

DURING the first decade of this quarter century the skyline of New York began to take new form resting on the secure foundations constructed by this organization; then many owners, in other localities, noting the manner of its building, awarded to The Foundation Company contracts for complete construction, so that now the building of superstructures forms a great part of its work.

AS indicative of the service rendered by The Foundation Company over this period of years, these partial lists of repeat contracts have special significance. In one case no less than thirty contracts have been awarded by one owner.

NEW YORK TELEPHONE CO.

Foundations 1916
Foundations 1919
Foundations 1923

UNION GAS AND ELECTRIC CO.

Foundations 1916
Power House 1918
Office Building 1923

CANADIAN PACIFIC RAILWAY

Station Foundations 1909
Righting Elevator 1916
Locomotive Shops 1920

THE FOUNDATION COMPANY

CITY OF NEW YORK

Office Buildings
Industrial Plants
Warehouses
Railroads and Terminals
Foundations and Underpinning
Filtration and Sewage Plants

ATLANTA
PITTSBURGH
CHICAGO
SAN FRANCISCO

LOS ANGELES
MEXICO CITY
CARTAGENA, COLOMBIA
LIMA, PERU

MONTREAL
LONDON, ENGLAND
BRUSSELS, BELGIUM
TOKYO, JAPAN

Hydro-Electric Developments
Power Houses
Highways
River and Harbor Developments
Bridges and Bridge Piers
Mine Shafts and Tunnels

BUILDERS OF SUPERSTRUCTURES AS WELL AS SUBSTRUCTURES



He harnesses words to help sell electricity



E. L. ANDREW

merchandising and advertising as well.

Andrew liked engineering and had an excellent record in his work. But even in his high school days, he had been interested in writing. And that interest grew as he wrote for the annual, was successively editor and business manager of the Wisconsin Engineer, and was advertising manager of the Engineers' Famous Minstrel Show. He received his degree fully determined to harness words to help sell electricity.

At that time railroad advertising fascinated him. There was romance—and adventure—in the great tangle of tracks spread across the continent. So he applied and was accepted for a place in the Westinghouse Graduate Students' Course, hoping some day to do railroad advertising.

A month after he started the course he

"OH, ST. PATRICK was an engineer," lustily caroled the senior engineers at Wisconsin in the spring of '16. But to E. L. Andrew, St. Patrick has become the patron saint of

"What's the future with a large organization?" That is what college men want to know, first of all. The question is best answered by the accomplishments of others with similar training and like opportunities. This is one of a series of advertisements portraying the progress at Westinghouse of college graduates off the campus some five—eight—ten years.

was made an instructor. For six months he had classes in the morning—then was free all afternoon to browse through the Westinghouse plant and learn those things that have made him valuable in the direction of Westinghouse advertising. But that's getting ahead of the story.

Andrew left the educational department to be a requisition clerk handling requests for literature on Westinghouse irons, fans,

toasters, percolators. Here he got his first glimpse of merchandising electrical appliances—an activity that was soon to rank with railroad electrification, marine engineering and the other important branches of the Westinghouse business. Andrew grew up with this development. He was one of the men who organized the merchandising section of the advertising department, which has remained under his charge since that time.

But his activities have been wider than this. Because of his understanding of both electricity and advertising, he was made assistant to the advertising manager, giving particular attention to national advertising. With the growth of the merchandising department, sales promotion also came under his charge.

Today he is manager of the sales promotion section of the merchandising sales department, head of the merchandising section of the advertising department, and assistant to the advertising manager.

To engineering graduates interested in technical writing and advertising, Westinghouse offers an opportunity for realizing ambitions to the full.

Westinghouse





When lightning seems as slow as a glacier



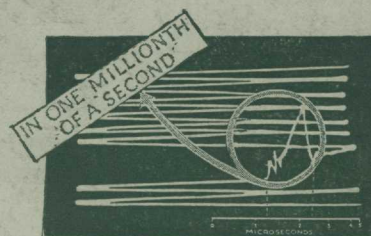
Upon such scientific achievements as the cathode-ray oscillograph—lightning's camera—is the confidence in General Electric equipment founded. Many of these achievements are better known. The modern developments in x-ray, the service that has made MAZDA lamps a staple of commerce, the modern small motor that has taken drudgery out of household work—these are some of the milestones of progress.

It is easy to photograph a glacier because it moves but a few feet a year. But to photograph the effects of lightning on electric circuits—effects that come and go in millionths of a second—would seem impossible. Yet there is a man-made machine operated in the laboratories of the General Electric Company that does just this. It makes even lightning seem slow.

In the machine a swift-moving stream of electrons flashes across a photographic film. It dances out of its path when the freakish currents, caused by lightning, surge along the

wires. There on the film is the footprint of lightning.

It has made possible a study of the working of a lightning arrester—the ingenious device that protects the costly equipment of the power house as well as the very lights in your home.



Above is one of the photographs—oscillograms they are called. The jagged curve is produced by the lightning. The surge traveled at the rate of thirty miles a second but it was recorded, and in the amazingly short time of one-millionth of a second.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

610-19DH